

Est. weekly industry volume
 °Indianapolis.....133,900M
 °Spokane..... 43,700M
 °Hartford..... 98,100M
 °Atlanta.....223,400M
 °Bal. of Reg. III. 1,573,295M

DAILY ACTIVITY
 [VOL 000]

MARLBORO S.P. 25s
 TEST MARKETS

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Indianapolis			Spokane		Hartford		Atlanta		Bal. of Region III		Total Markets	
Period	Day	Cum	Day	Cum	Day	Cum	Day	Cum	Day	Cum	Day	Cum
11/05	48	48	48	48	300	300	396	396	1,740	1,740	2,532	2,532
11/06	168	216	168	216	204	504	84	480	1,320	3,060	1,944	4,476
11/07	156	372	72	288	108	612	156	636	1,128	4,188	1,620	6,096
11/08	36	408	24	312	216	828	48	684	1,776	5,964	2,100	8,196
11/09	180	588	180	492	60	888	300	984	1,020	6,984	1,740	9,936
11/12	336	336	0	0	96	96	264	264	1,044	1,044	1,740	1,740
11/13	192	528	348	348	0	96	60	324	1,584	2,628	2,184	3,924
11/14	60	588	36	384	108	204	108	432	2,576	5,204	2,888	6,812
11/15	132	720	0	384	72	276	348	780	1,728	6,932	2,280	9,092
11/16	<u>456</u>	<u>1176</u>	108	<u>492</u>	<u>180</u>	180 <u>456</u>	<u>654</u>	<u>1464</u>	<u>3060</u>	<u>9992</u>	<u>4488</u>	<u>13,580</u>
11/19												
11/20												
11/21												
11/22												
11/23												
11/26												
11/27												
11/28												
11/29												
11/30												
12/03												
12/04												
12/05												
12/06												
12/07												

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DAILY ACTIVITY
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MARLBORO LIGHTS 25s

Est. weekly industry volume
°Indianapolis.....133,900M
°Spokane..... 43,700M
°Hartford..... 98,100M
°Atlanta..... 223,400M
°Bal. of Reg. III 1,573,295M

	Indianapolis		Spokane		Hartford		Atlanta		Bal. of Region III		Total Markets	
Period	Day	Cum	Day	Cum	Day	Cum	Day	Cum	Day	Cum	Day	Cum
11/05	36	36	0	0	156	156	276	276	1,356	1,356	1,824	1,824
11/06	108	144	72	72	72	228	60	336	792	2,148	1,104	2,928
11/07	84	228	36	108	48	276	60	396	780	2,928	1,008	3,936
11/08	12	240	0	108	48	324	12	408	1,369	4,297	1,441	5,377
11/09	96	336	72	180	36	360	144	552	660	4,957	1,008	6,385
11/12	156	156	0	0	24	24	204	204	876	876	1,260	1,260
11/13	84	240	0	0	0	24	24	228	1,212	2,088	1,320	2,580
11/14	24	264	36	36	72	96	60	288	2,120	4,208	2,312	4,892
11/15	108	372	36	72	36	132	264	552	1,212	5,420	1,656	6,548
11/16	<u>240</u>	<u>612</u>	<u>-72</u>	<u>0</u>	<u>72</u>	<u>204</u>	<u>288</u>	<u>840</u>	<u>2472</u>	<u>7,892</u>	<u>3,000</u>	<u>9,548</u>
11/19												
11/20												
11/21												
11/22												
11/23												
11/26												
11/27												
11/28												
11/29												
11/30												
12/03												
12/04												
12/05												
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12/07												

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